# Santa Fe Subway, all the way

WEATHERFORD — CMA Enterprises, parent company of the South Main Street Subway will open its fifth Subway sandwich shop — this time on Santa Fe, next door to Mr. C's.

"We have had regular customers bugging us for years to put in a Subway on Santa Fe," Craig Rosencrants, CEO of CMA said. "It's a great location and there isn't a lot in the way of fast food on Santa Fe."

Rosencrants and his spouse Ann, became Subway franchisees in 1990 after a family friend who had Subways for years encouraged them to get involved in the program.

They opened their first Subway in December, 1990 in Fort Worth, and their second, the Weatherford South Main Street location in January, 1991. Locations in Willow Park and Benbrook followed.

Rosencrants will manage the new store himself for the first few months at least.

"We want to make sure this store gets off on the right foot," Rosencrants said.

Rosencrants said the majority of his customers are women.

"It's like 60-40," Rosencrants said. "Because a lot of our food is just naturally low in fat, but doesn't taste like it — more women prefer our food — especially for lunch."

He added there are still a lot of guys who like Subway too.